

The Extreme Fundraising Ezine, Vol. II Issue 22

Welcome to the November 2nd edition of Extreme Fundraising!

Today we continue our look at big fundraising blunders and see that cheap isn't always the same as good stewardship!

As always, all the previous issues in the Extreme Fundraising Ezine are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

I. Fundraising Follies: The Mickey D's Fallacy

II. Resource Spotlight: MindManager

III. Nonprofit Fundraising Institute: How to Handle Objections

I. Fundraising Follies: The Mickey D's Fallacy

This past weekend, a dear friend of the family moved out of her house and into senior housing. We had one day to get everything out of the house but her new apartment was full long before the house was empty. It felt like we were on the TV show "Clean Sweep" (<http://tlc.discovery.com/fansites/cleansweep/cleansweep.html>)!

To save time, I ordered a dumpster. Rather than the cute little green one I'd expected, they brought a huge construction size monster dumpster. It's a good thing! This woman was a bargain hunter *and* a pack rat. We threw out enough "seen on TV" gizmos and gadgets to fill up about half of the dumpster!

Only once did she get really upset—when I threw out a bucket that contained an expensive compost starter. Then it struck me, if she'd not spent so much money on "good deals" that she never used, she'd have been able to buy bucket loads of compost starter.

I call this "poverty thinking." I see nonprofits stuck in this poverty thinking all the time. They've become so focused on stretching their money that they lose site of quality. They'll put in the cheapest cabinets in the new building. Or they'll bring their major donor to McDonald's to show her how frugal they are.

Most donors, especially major donors, are wise enough to know that paying a little more up front can save *lots* of money down the road. Cheap cabinets may have saved a buck this year. But, due to less frequent repairs and replacements, buying a higher quality, more expensive cabinet will save them money over time.

It's the same with cultivating donors. Paying a little more up front can save lots of money over time. Taking a donor out to a decent restaurant is a way of showing her that we value *her*. That

her relationship means more to us than just the money she's giving. She needs to know that we care about her and her interests.

The moral of the story: if a donor means enough to your nonprofit to take them out to dinner, go to a place with real silverware. By all means show them how well you stewarded the money they gave, but don't be a cheapskate.

We often we learn more from our mistakes than from our successes. You can email me your craziest mistakes at: marc@fundraisingcoach.com.

II. Resource Spotlight: MindManager

In this issue, the "Resource Spotlight" shines on a cool program called MindManager (<http://www.mindmanager.com>). I love this tool. It helps you mind map your thoughts like you might on a legal pad. But then you can move all the branches around as you please.

Because you can export the maps to Word, Outlook, PowerPoint, and Excel, MindManager has been invaluable with my writing and presenting. I've heard it's very helpful with increasing the productivity of group brainstorming. Check it out today and download a free trial.

If you have tools that you think should be considered for inclusion, please email me at marc@fundraisingcoach.com

III. Nonprofit Fundraising Institute: How to Handle Objections

I'll be giving my "Asking for Money II: How to Handle Objections" training at the Central Maine Community College on November 16th at 8:30 a.m. For a more detailed description and for the link to register, go to: <http://fundraisingcoach.com/cmccfrcinstitute.htm>.

To your extreme fundraising success!

Marc

P.S. Be sure to reply to this email and send me your favorite fundraising follies!

Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he provides his coaching and training clients with down-to-earth information that decreases stress and puts the "fun" back into fundraising!

The Extreme Fundraising Ezine is a free newsletter of The Fundraising Coach. Pass it on!

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